



LIBRARY BOARD MINUTES

October 9, 2013

BOARD PRESENT: Amir, Brodsky, Brooks, Christman, Dickerson, Lewis, Persaud, Ram, Reedy, Watts

STAFF PRESENT: B. Parker Hamilton, Director, MCPL; Regina Holyfield, Recording Secretary; Carol Legarreta, Public Services Administrator, MCPL; Dianne Whitaker, Branch Manager, Wheaton Library; Fran Ware, Branch Manager, Silver Spring Library

GUESTS: Erin Ashbarry, Associate County Attorney, Office of the County Attorney; Connie Latham, Special Assistant to the County Executive, Offices of the County Executive; Don Scheuerman, Assistant Chief, Division of Building Design and Construction, Department of General Services; Jan Wilson, Project Manager; Department of General Services; Otto Lewis, Chair, Marilyn Praisner LAC; Tanner Wray, Director of College Libraries and Information Services, Montgomery College

The Library Board meeting was convened by Chair Lewis at 7:05 p.m.

INTRODUCTIONS:

Board Members, staff and guests were introduced.

SOCIAL MEDIA:

Connie Latham and Erin Ashbarry were invited to present to the Library Board the County's policy regarding social media. The Library Board and the Library Advisory Committees (LACs) must adhere to this policy as they are representing the County Executive and MCPL.

Use of Social Media on Behalf of Montgomery County Government (Prepared by Erin Ashbarry)

County Government Social Media Policy: Administrative Procedure 6-8

- Montgomery County Code authorizes the County Executive to issue Administrative Procedures to govern the processes and procedures of the Executive Branch of County Government.
 - Executive Branch includes Montgomery County Department of Public Libraries, the Library Board and Local Advisory Committees.

- County Government is subject to many laws that do not apply in the private sector; the Administrative Procedure largely provides guidance on how to comply with those laws as well as other County policies.

AP 6-8: Parameters and Purpose of Social Media Use

- Establishes parameters for use of Social Media *on behalf of the County*
- The purpose of Social Media use by the County: To enhance communication, collaboration, and information exchange about the County and its programs, services, and activities with the public. (Administrative Procedure 6-8 § 3.0.)

Use of Social Media by County Boards and Committees

- “A County Board, Committee or Commission may determine to have an official participation and representation on Social Media sites *if the participation or representation is consistent with the Board, Committee, or Commission’s official mission.*” (Administrative Procedure 6-8, § 4.1.)

Mission – Library Board and Local Advisory Committees

- **LIBRARY BOARD:** The library board shall have authority on its own motion, or on reference from the county executive, *to inquire into matters affecting the county public library system* including the acquisition and location of new library facilities, the adequacy of book collections, services to outlying districts and personnel needs of the department of libraries, *and to make recommendations thereon to the county executive.* (Montgomery County Code § 2-47.)
- **LIBRARY BOARD – LOCAL ADVISORY COMMITTEES**
The library board may designate, from among the residents of each area in which a branch library or station has been located, a local advisory committee of not less than 3 members, *to consult with and make recommendations to the library board concerning local library needs.* A local advisory committee *may make recommendations to the county executive for filling vacancies on the library board and to the library board concerning the construction of new library buildings in the area which the committee represents.* (Montgomery County Code § 2-51.)

Once you decide to have a social media presence:

- Identify who will be the social media “site administrator”
- Site Administrator must provide contact information for that individual to receive communications regarding the contents and posts to the social media site
- Site administrator must share login credentials and any changes thereto
- Review privacy settings – what do you want the public to see
- Determine whether media permits public posts, and if so, do you want the public to post? (much more detail on this to follow)

Appropriate content for a County social media site

- Informative
- Professional
- Factual
- Collaborative with other County departments
- Consistent with the mission of the County Department, Agency, Board, Committee, or Commission

Do NOT Post Content That:

- Infringes
- Discloses confidential information
- Endorses a commercial product or enterprise
- Endorses a candidate for office
- Uses the County seal in connection with private enterprise

- Uses the “prestige” of County office for private gain
- Harasses or discriminates
- Creates computer security issues
- Presents personal opinions as County opinions

Be aware of:

- Accessibility requirements
- Public Information Act requests
- Links to a non-County site – is it appropriate and authorized under the Social Media Policy
- Posting photographs – image ownership, identifying minors
- Ads placed by social media site owners – use disclaimer in social media policy if they appear
- Open Meetings Act: Do you have a quorum on Twitter?

Public Comments:

- FIRST AMENDMENT CONCERNS: Government cannot regulate content of speech – or delete comments by the public – *UNLESS* a “limited public forum” is created.
- Social Media Policy provides detailed guidance on how to create a limited public forum.
- Someone (site administrator) must
 - monitor public posts to the site and
 - only remove those posts that clearly do not comply

Questions:

- Erin J. Ashbarry, Office of the County Attorney, 101 Monroe Street, 3rd Floor, Rockville, Maryland 20850, 240-777-6700
- Connie Latham, Offices of the County Executive

DISCUSSION

- This does not apply to personal Facebook or Twitter accounts. But it does refer to social media accounts established on behalf of County agencies; departments; boards, committees and commissions (BCCs).
- Any Board member or LAC member identifying themselves as such on their social media account must adhere to the County’s Social Media Policy.
- The policy states that the site administrator should be the person staffing the board, committee or commission. Therefore, the site administrator is a County employee.
- The Board must determine whether a presence on social media is advancing its mission.
 - What is the purpose of being on social media?
- Websites are governed more by the Department of Technology Services.
- Have demographics been considered in determining what social media plat forms are being used?
 - The County is just beginning to determine how many BCCs have social media sites.
- Does the County Executive’s Office or the Office of the County Attorney review the requests for social media sites to determine if it is mission specific?
 - The requests will be reviewed by Connie Latham in the County Executive’s Office.
- The Board should consider conducting a risks/benefits analysis.

WHEATON LIBRARY BUILDING PROJECT:

Jan Wilson and Don Scheuerman have been asked to address concerns regarding the Wheaton Library Building Project as it relates to the possible designation of the current recreation center as an historic site.

- The Historic Preservation Commission voted unanimously to recommend to the Planning Board that the current recreation center, which was built in the 1960s, be designated as an historic site.
- The Historic Preservation Commission and the Planning Board are doing their job. Whenever a building is up for demolition, it must be reviewed for historic value.
 - The review will not take extra time; it is part of the schedule. There is no delay anticipated at this time.
 - The Planning Board considers the Secretary of the Interior's Standards. The findings of the Planning Board are sent to the County Council. Council will hold public hearings prior to independently making the determination.
- The Planning Board hearings are at 2 PM on Thursdays. Those who cannot appear in person may submit information in writing, and it becomes part of the public record.
- A 21st century library building and good recreational services are needed in the Wheaton area.
 - The County was looking for ways to do it smarter, more efficiently and save money.
 - Combined facilities, such as the Deanwood Recreation Center in Washington, DC, are very well received.
- Grimm & Parker are the architects. They designed the Rockville Memorial Library and the White Oak Community Center.
- The Wheaton Library is in Councilmember Navarro's district. She is keeping the project in sight.
- Concerns regarding the time of the Planning Board hearings should be addressed to Francoise Carrier, Planning Board Chair.

APPROVAL OF PREVIOUS MINUTES:

Minutes from the September 11, 2013 meeting were approved with one addition; the text of the resolution will be included in the minutes.

APPROVAL OF LAC APPLICATIONS:

The LAC application was approved.

WHEATON LIBRARY PROJECT DISCUSSION:

- It was moved, seconded and approved that the resolution recommending opposing the designation of the recreation center as a historic site be sent to the County Executive with a copy to Council.
- It was noted that background material on issues be presented to all Board members for review prior to meeting or with the agenda.

DIRECTOR'S REPORT:

- Gaithersburg Interim Facility (GBI) is closing October 31. The resources and materials at GBI are needed to open the newly renovated Gaithersburg Library.
- The proposed date for the opening of the Gaithersburg Library has been sent to County Executive Leggett for his approval.
- There is no information regarding when Libraries can access the Olney Library building.
- The Customer Satisfaction Survey that Libraries conducts every two years is being finalized.
- MCPL would like a Board member to be a panelist for the 21st Century Public Libraries discussion for Staff Development and Training Day.

CHAIR'S REPORT:

- The Board members were thanked for attending the individual meetings. These meetings will be repeated in a few months.
- Work Groups:
 - Legislative Liaison – Art Brodsky
 - Outreach – Kim Persaud and Debbie Brooks with Paulette Dickerson advising.
 - Board and LAC Activities – Sri Ram and Kathleen Reedy with Robyn Watts leading.
- Kathleen Reedy will be the new liaison for the Poolesville LAC.
- There is an interest in having face to face work group meetings.
 - The December meeting will be held from 7-8:30 with work groups meeting from 8:30 – 9 PM.
- The Joint FOL/MCLB/LAC annual meeting is November 13.
- There has been not information for e-newsletter *Check Us Out*. When the notice for information is sent around by Jeanette Cotter, please provide updates to be included.
- FOL and MCLB officers will be meeting on Monday to discuss the Joint meeting. If Board members have any ideas prior to Monday, please email Jill Lewis.

VICE CHAIR'S REPORT:

- Please let Paulette Dickerson know if you want to take part in the Thanksgiving Day parade.

PUBLIC COMMENT:

- NONE

ADJOURNMENT:

The meeting was adjourned at 9:10 p.m.

B. Parker Hamilton

